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Notes from the Washington State Department of Health, Tobacco Prevention and Control Program

What's new on the tobacco front?

Statewide program hears stakeholder budget comments

The passage of Initiative 773 gave the statewide tobacco prevention and control program an increase in its budget for the coming fiscal year and a welcome opportunity to decide which program activities to enhance.

As always, the program will look first to the comprehensive, long-term plan



Program staff member Julia Dilley speaks as stakeholders listen. Left to right Sarah Yamin, Julia Dilley, Terry Lindquist, Brian Smith.



Stakeholders Kevin Knox, Dr. Tim McAfee, and Dr. Bob Jaffe ponder choices.

prepared by the Tobacco Prevention and Control Council in 1999. However, the program also has turned to its many partners for input about the best use of the new funds. In February, the program sent out a survey that drew 153 responses from contractors and other partners. Around the same time, the program

consulted its newly formed Implementation Advisory Committee, and convened a special stakeholders meeting. Program staff will take all of this input into consideration as it develops its final recommendations for Department of Health management approval. We will share the program changes with you at the March 27 statewide contractor's meeting. Secretary of Health Mary Selecky will comment on the program's enhanced activities for the coming year in her opening address.

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Youth quit line, Unfiltered 2 moved to September

The Tobacco Program has decided to delay the launch of the youth quit line and Unfiltered 2 until this fall. The program has experienced unexpected delays in the process to secure full approval of the youth quit line from the Department of Social and Health Service's Human Research Review Board and cannot move forward without this approval. The program now plans to launch the youth quit line in the fall when schools open. The Department is moving the production of Unfiltered 2 to September to allow more time for production and to line it up more closely with the launch of the youth quit line.

We apologize for any inconveniences this has caused and send a giant "thank you" to those of you who have helped us with the marketing. We will continue discussion of the youth quit line at the March contractor's meeting, and will keep you updated as planning advances.

For further information about the youth quit line, contact Tamatha Thomas-Haase at (360) 236.3722 or e-mail tamatha.thomas-haase@doh.wa.gov. For further information about Unfiltered 2, contact Susan Zemek at (360) 236-3634 or e-mail susan.zemek@doh.wa.gov.

Tobacco Prevention and Control annual meeting will be March 27-28

The Tobacco Prevention and Control Program will hold its annual meeting for contractors on March 27-28 at the Sea-Tac Marriott. Washington State Secretary of Health Mary Selecky will open the meeting with a discussion of program activities that will be added as a result of increased funding resulting from the passage of Initiative 773. The annual meeting features nationally renowned speakers such as secondhand smoke researcher James Repace and advocate for underserved communities Robert Robinson. The meeting also will feature poster sessions highlighting the work of local programs. You can register for the conference online at <http://www.doh.wa.gov/tobacco> or by calling either (360) 236-3730 or (360) 236-3614.

For further information call Marie Hruban at (360) 236-3730 or e-mail marie.hruban@doh.wa.gov

Regional youth events coming to a location near you

The Tobacco Prevention and Control Program is in the very early stages of planning regional youth events for the summer. The program has contracted with the Center for Health Training to organize and implement three events in various parts of the state. Center staff will contact tobacco program contractors soon to see who is interested in hosting a regional event. The program plans to focus on areas that already have a strong youth presence and interest in participating in this project. If you haven't been contacted already, expect Center staff to contact you soon to get your opinion about what would or would not work in your area.

If you have questions feel free to contact Carla Huyck at 360-236-3678 or e-mail carla.huyck@doh.wa.gov

American Cancer Society provides opportunities for youth through American Legacy Foundation youth empowerment grant

The American Cancer Society's "*Speak Out!* Youth Initiative" provides youth, and the adults who support them, with training and opportunities to influence real-world issues that make a difference in saving lives.

The initiative offers communities a variety of program choices:

- **Camp *Speak Out!***
An annual youth advocacy leadership training that teaches camp participants, ages 14-18, how to mobilize their peers and communities around the issues of tobacco prevention and school health advocacy in a fun and interactive environment! The fourth annual American Cancer Society Camp *Speak Out!* will be held near Corbett, OR at the Menucha Retreat and Conferencing Center from June 18-21. Applications are now available and are due by April 15, 2002.
- **Youth Action Network**
The American Cancer Society Youth Action Network provides the opportunity for youth and adults in Alaska, Montana, Oregon, and Washington to exchange ideas and resources, receive invitations to local events, and take part in additional training opportunities.
- **Community Advocacy Activities**
Community advocacy activities provide meaningful opportunities for youth to engage their communities in the fight against cancer. The American Cancer Society Youth Initiative Workshop is one example. These workshops use a new training tool and planning guide, which focus on assisting both youth leaders and their adult partners to build strong youth coalitions for tobacco prevention and advocacy. From January –April 2002 the American Cancer Society will hold six interactive workshops across the state. Upcoming workshop locations include Seattle, Port Townsend, Walla Walla, and Vancouver.
- **Mini Grants**
Youth who participate in the American Cancer Society *Speak Out!* will be eligible to receive mini grants that will allow them to transform innovative ideas into action.

For additional information on the American Cancer Society *Speak Out!* contact your local community staff person or Mindy May at 1-800-729-5588.

For cancer information 24 hours a day, 7 days a week call 1.800.ACS.2345 or visit <http://www.cancer.org/>

Clearinghouse news

- We will be cleaning out and restocking the Clearinghouse, getting rid of materials that have not had a high volume of requests and ordering new materials. When you visit the Department of Health's table in the exhibitor area at the March 27-28 annual meeting, you can pick up materials that we are eliminating from our current stock.
- In the near future, between four to six weeks, we will begin listing available Clearinghouse materials on our Web site. As new materials arrive, we will update the list. Cessation materials will be included in the list. From the web listing, you will be able to

access the form you need to e-mail your materials requests to the clearinghouse. Until then you can continue to e-mail your requests to tobacco.clearing@doh.wa.gov.

- When ordering from the Clearinghouse, please provide a street address. Materials shipped from the clearinghouse are sent UPS.

For further information contact Marie Hruban at (360) 236-3730 or e-mail marie.hruban@doh.wa.gov

Tobacco advertising on radio and television –what’s the law?

Question: Are tobacco manufacturers prohibited from advertising on television or is it voluntary?

Answer: There is some confusion about this, so I'm glad you asked the question. Although, tobacco companies are not allowed to advertise on radio and television, this has not always been the case. From 1967 to 1971 the Federal Communications Commission applied the "Fairness Doctrine" to cigarette advertising on television and radio. The doctrine required that when "a controversial issue of public importance" was covered in a broadcast, the broadcaster (note: not the manufacturer) was required to present both sides of the issue "to some degree." When the doctrine was specifically applied to tobacco advertising in 1967, broadcasters were required to present pro-health messages countering cigarette ads without charging advertising fees. A later ruling [Banzhaf vs. FCC 1968] called for a "significant amount of broadcast time" to be dedicated to this purpose, expanding the time definition from the original "to some degree."

The Fairness Doctrine ceased to apply to cigarette advertising when radio and television advertising of cigarettes was banned by the 1969 Public Health Cigarette Smoking Act. This ban went into effect in 1971. In 1986, the ban on radio and television advertising was extended by the Comprehensive Smokeless Tobacco Health Education Act to include smokeless tobacco.

Some believe that tobacco manufacturers were not strongly opposed to the ban of 1969 because the pro-health messages required under the Fairness Doctrine caused a decline in cigarette consumption during the period in which the doctrine was in effect.

You can find an excellent summary of tobacco advertising regulation in the 2000 Surgeon General's Report "Reducing Tobacco Use" in Chapter 5 pgs. 161-177, specifically pages 166-167. You can find the report at http://www.cdc.gov/tobacco/sgr/sgr_2000/chapter5.pdf.

Teens will analyze tobacco advertising at regional youth summit

Students from five counties will study techniques used by the tobacco industry in marketing tobacco products to youth at an all-day summit at the Swinomish Tribal Community Center in LaConner on March 23.

Up to 200 middle- and high-school students from Snohomish, Skagit, Whatcom, Island and San Juan counties and area tribes will meet from 9 a.m. to 8:30 p.m. for free workshops and activities around the theme "UNTOLD: The reality about tobacco and the media."

The Swinomish Tribal Community will host the event. Summit sponsors and organizers include: Affiliated Health Services, American Cancer Society, American Lung Association of

Washington, Island County Health Department, Lummi Indian Business Council, Northwest Educational Service District 189, San Juan County Health Department, Snohomish Health District Swinomish Tribal Community, Upper Skagit Indian Tribes, and Whatcom County Health and Human Services.

For more information call Carol Wetherill at Cwetherill@affiliatedhealth.org

Jamestown youth selected for national panel

Lacy Cooper was selected from hundreds of young adults around the country to serve on the national youth panel of the American Legacy Foundation. Cooper flew to Washington, D.C. for an in-person interview in early January. The panel of youth aged 20 and under is comprised of 11 individuals from various parts of the U.S. Their role will be to advise the foundation on concerns and issues related to teens and tobacco control and to provide a youth perspective on a comprehensive tobacco plan for the nation. Members of the panel will meet twice a year at the foundation's office in Washington, D.C.



Cooper, sponsored by the Jamestown S'Klallam Tribe, is a tribal descendent and also a senior at Sequim High School. The Jamestown Youth Prevention Program has developed a strong program for tobacco prevention in order to educate its youth about the risks and health concerns surrounding smoking and underage drinking. They soon will be training a group of teens with the American Lung Association's curriculum, Teens Against Tobacco Use, or "T.A.T.U." With this training they hope to go into elementary schools and other youth programs to educate children about the dangers of tobacco and role-model healthy lifestyles.

National conference call for abstracts

You are invited to submit an abstract for presentation at the National Conference on Tobacco and Health, to be held November 19-21, 2002 in San Francisco. Your abstract should describe a presentation or workshop you would like to conduct at the conference. Presentations and workshops are intended to provide current scientific and practical information about effective tobacco control strategies and developments. The deadline for submission is March 25. You can submit your abstract online at <http://www.tobaccocontrolconference.org/>

Tobacco Use Prevention Training Institute

The Tobacco Use Prevention Training Institute, July 7-12, 2002 in Kansas City, Missouri is an excellent learning opportunity for both tobacco prevention veterans and newcomers.

The Institute is a multi-disciplinary training program designed to provide professionals working in tobacco use prevention with current in-depth information; skills for addressing a variety of policy, management, and program issues; and opportunities to build links between tobacco use prevention practitioners and researchers. The Training Institute promotes interactive, adult-centered teaching and emphasizes intervention models that can be applied to participants' home settings. Apply early because space is limited for this popular event.

Information about this year's annual Tobacco Use Prevention Training Institute is available at:

<http://www.tupti.org/>.

Walgreens agrees to help prevent sale of tobacco to minors

In a multi-state agreement, Walgreens drugstores have agreed to implement in-store procedures, employee training, and other protections intended to reduce youth access to tobacco products.

Walgreens operates 45 stores in Washington state. You can read more about it at

http://www.wa.gov/ago/releases/rel_tobacco_021302.html

Questions, comments submissions

If you are planning a training or event in your area that you would like to make known to the state tobacco prevention community, you are welcome to submit an announcement to this newsletter. Comments on the newsletter are always welcome. Send your announcement or comments to larry.champine@doh.wa.gov or call (360) 236.3614.